

KELBURN

Job Title:	Marketing Officer (Part Time / Flexible / Freelance)
Location:	Kelburn Estate, Fairlie, Largs, KA29 0BE
Salary:	£21 - 28k Pro Rata commensurate with experience
Terms:	Part Time Permanent with Seasonal Hours or Freelance Basis
Reporting to:	General Manager
Internal relationships:	Visitor Centre Operations Manager, Events Team, Operations Team, Wedding Coordinator

Job Description: Kelburn has a great variety of offerings and attractions for our visitors. We're looking for an enthusiastic Marketing Officer to join our team to develop and deliver daily and event specific marketing coverage for Kelburn, highlight all our attractions and driving our connection to our visitors. This will include being responsible for social media, website and print marketing campaigns, website updates, producing newsletters, industry listings and the creation of marketing materials. This role requires you to be flexible in your availability depending on seasonal business needs. It can be offered as a Part Time PAYE role with seasonal hours, or may also be suitable for the freelance marketing professional. As we are a year-round visitor attraction, weekend and evening working is required.

Key responsibilities:

- Developing and implementing online marketing campaigns
- Creating engaging content for social channels including Facebook, Instagram, and Twitter
- Finding ways to reach new audiences
- Creating and planning the design of email marketing newsletters
- Running the analysis of marketing campaigns & adjusting our approach accordingly
- Managing content updates across the main website
- The creation and production of marketing materials for web content, leaflets, blogs, case studies and general marketing copy, using external contractors where necessary
- Proofread marketing collateral
- Liaising with suppliers and printers for marketing print runs
- Undertake competitor research
- Manage Marketing budget spend across the year, making key decisions on advertising, social media boosting, print costs etc.
- Any other duties commensurate with the role

Essential Skills and Key Attributes:

- Proactive and resourceful
- Self-motivated and results orientated with excellent organisational skills
- 1+ years in a similar marketing role
- Ability to deliver high quality and consistent service / products
- Excellent communications skills, both verbal and written
- Flexibility in working hours
- Integrated marketing experience (digital and print)
- Comfortable and experienced working in a fast-paced environment

Desired Attributes:

- Ability with Photoshop or similar
- Experience in marketing for visitor attractions of a similar nature
- Full, current driver's licence

The working hours for this role will be primarily within standard office hours however it will also require some weekends and evenings, particularly during an event when we need responsive and real time messaging.

Application Deadline: 5pm on Sunday 30th January 2022

Interviews: Week Commencing Monday 7th February 2022